



## MEMBERSHIP PROGRAM 2021-2022

How many of you remember this famous Tagline: “*Membership has its privileges*”? Do you know where this is from? When was it used? What does it mean to each and every one of us as DAV members? American Express cards used this in their ad campaign from 1987 to 1996.

Back then it meant something big to be a member of an exclusive group or organization. To me it is a privilege to be a member of the DAV. Our organization is an exclusive club, as we all know, and that less than 1% of our country serves in the armed services, and a much smaller percentage end up being disabled or injured from their time serving our country.

I consider it a huge privilege to serve my fellow brothers and sisters by being a member in our great organization.

Our great state of Wisconsin DAV and each and every one of our Chapters, NO matter how small or big, old, or new, are no stronger no greater than each and every one of our members. Without members we cannot carry on all the grand missions that each Chapter and the Department of Wisconsin does as a whole.

This is why we must not rest on our laurels of years past. We have made great strides in the last few years in our membership programs, and I want to carry on with this. For those of you that do not know me, I am from the school of thought that you can never rest on what you have done; there is always room for improvement, and you can always do better. You never quit, and there is always a work around no matter the obstacle! This year's obstacle? 564! WE CAN DO IT!!!!!!

How? This year's membership plan:

- 1) Once again there will be a budget for mailings just as last year. (There is \$ 3,500.00 available.). Each Chapter is eligible for up to \$500.00 reimbursement (contact me - this is good till fund is used up.)
- 2) Ask me about my DAV Chapter campaign - each Chapter will be eligible to get a “Ask me about My DAV” Chapter Tee-shirt for a membership ambassador for their Chapter. (There will be \$ 1,500.00 available for this campaign.)

3) The main body of this year's membership program will be good old-fashioned one-on-one SELLING our organization in person. I use this word selling not in the sense that you are selling someone a car or tv, but that you are completely educating them on your DAV Chapter and our DAV organization and everything that we do for disabled and injured veterans.

This may sound daunting at first to some of you that think you may not be able to talk to people what you do not know. This really is very easy, because it comes down to passion! I know we all have it about the DAV because is not why you became a member (because of all those great things that we do for fellow disabled and injured veterans). This is what you talk to that perspective member about; just be yourself and let your PASSION flow. This is how I signed up 11 new members last year without even trying, and it worked for our Commander also!

Just remember I am here to help you. Keep up all the great work that each and every one of you does. Go out and have fun with this. People will see this and want to be part of our exclusive membership! Remember *"Membership has its privileges!"*

Robert Hilliard  
Senior Vice Commander